## Making Sense of the Dollars & Cents Workbook

October 26,2021



## Activation Checklist



<ul><li>Goals:</li><li>Awareness:</li><li>Lead Generation:</li><li>Events:</li></ul>	Success Metrics:
Current Customer:	Ideal Customer:
Current Sales Revenue:	Ideal Sales Revenue:
Current Marketing Plan:	
Current Marketing Budget:	

## Example Media Plan

		2022 Media Plan											
Campaign Type	Strategy	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Digital Media													
Pay Per Click (PPC)													
Social													
Email													
Streaming Audio					Eve	mple	Madia	Dlan					
Listings					LXC	ii i ibie i	ivicula	Гіап					
Traditional Media													
Direct Mail													
Newspaper													
Billboards/OOH													
TV													
Radio													

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